

# INVOICE



**Local 12 WKRC-TV**  
**1906 Highland Ave**  
**Cincinnati, OH 45219**  
**Main: (513) 763-5408**  
**Billing: (513) 763-5500**

[www.local12.com](http://www.local12.com)

Billing Address:

**Strategic Media Placement**  
**Attention: Accounts Payable**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Send Payment To:

**Local 12 WKRC-TV**  
**Newport Television LLC**  
**PO Box 841646**  
**Dallas, TX 75284-1646**

Invoice #	Invoice Date	Invoice Month	Invoice Period
67231-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WKRC-TV	LSM LSM	Cincinnati	Local

Advertiser	Product	Estimate Number
Checks and Balances for E	oh checks & balances	2997

Flight Dates	Order #	Alt Order #
10/20/12 - 10/29/12	67231	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/29/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM	11111--	:30	5	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11111-- 5 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/22/12 6:15 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVCBEGOH201H \$1,200.00 NM									
2 WKRC Tu 10/23/12 6:29 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVCBEGOH201H \$1,200.00 NM									
3 WKRC W 10/24/12 6:24 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVCBEGOH201H \$1,200.00 NM									
4 WKRC Th 10/25/12 6:15 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVCBEGOH201H \$1,200.00 NM									
5 WKRC F 10/26/12 6:24 AM 6a Good Morn Cincinnati 6:00 AM-6:30 AM :30 TVCBEGOH201H \$1,200.00 NM									
2	10/20/12	10/27/12	6a-8a Local 12 News Sat	7:00 AM-8:00 AM	-----1-	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 10/20/12 7:22 AM 6a-8a Local 12 News Sat 7:00 AM-8:00 AM :30 TVCBEGOH201H \$800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WKRC Sa 10/27/12 7:24 AM 6a-8a Local 12 News Sat 7:00 AM-8:00 AM :30 TVCBEGOH201H \$800.00 NM									
3	10/20/12	10/27/12	Saturday Early Show	8:00 AM-9:00 AM	-----1-	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 10/20/12 8:25 AM Saturday Early Show 8:00 AM-9:00 AM :30 TVCBEGOH201H \$1,100.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WKRC Sa 10/27/12 8:24 AM Saturday Early Show 8:00 AM-9:00 AM :30 TVCBEGOH201H \$1,100.00 NM									
4	10/20/12	10/27/12	Saturday Early Show	9:00 AM-10:00 AM	-----1-	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 10/20/12 9:29 AM Saturday Early Show 9:00 AM-10:00 AM :30 TVCBEGOH201H \$1,100.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE

Send Payment To:

**Local 12 WKRC-TV**  
**Newport Television LLC**  
**PO Box 841646**  
**Dallas, TX 75284-1646**



Invoice #	Invoice Date	Invoice Month	Invoice Period
67231-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Checks and Balances for E	oh checks & balances	2997	

[www.local12.com](http://www.local12.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/20/12	10/27/12	Saturday Early Show	9:00 AM-10:00 AM	-----1-	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKRC Sa 10/27/12 9:59 AM Saturday Early Show 9:00 AM-10:00 AM :30 TVCBEG0H201H \$1,100.00 NM									
5	10/21/12	10/28/12	CBS Sun Morn News	9:00 AM-9:30 AM	-----1	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Su 10/21/12 8:59 AM CBS Sun Morn News 9:00 AM-9:30 AM :30 TVCBEG0H201H \$2,800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKRC Su 10/28/12 9:08 AM CBS Sun Morn News 9:00 AM-9:30 AM :30 TVCBEG0H201H \$2,800.00 NM									
6	10/21/12	10/28/12	CBS Sun Morn News	9:30 AM-10:00 AM	-----1	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Su 10/21/12 9:54 AM CBS Sun Morn News 9:30 AM-10:00 AM :30 TVCBEG0H201H \$2,800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKRC Su 10/28/12 9:31 AM CBS Sun Morn News 9:30 AM-10:00 AM :30 TVCBEG0H201H \$2,800.00 NM									
7	10/21/12	10/28/12	CBS Sun Morn News	10:00 AM-10:30 AM	-----1	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Su 10/21/12 10:29 AM CBS Sun Morn News 10:00 AM-10:30 AM :30 TVCBEG0H201H \$2,800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKRC Su 10/28/12 9:57 AM CBS Sun Morn News 10:00 AM-10:30 AM :30 TVCBEG0H201H \$2,800.00 NM									
9	10/22/12	10/26/12	5p Local 12 News at Five	5:30 PM-6:00 PM	1-1-1--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1-1-1-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC M 10/22/12 5:52 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVCBEG0H201H \$2,000.00 NM 2 WKRC W 10/24/12 5:57 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVCBEG0H201H \$2,000.00 NM 3 WKRC F 10/26/12 5:28 PM 5p Local 12 News at Five 5:30 PM-6:00 PM :30 TVCBEG0H201H \$2,000.00 NM									
10	10/23/12	10/25/12	6p Local 12 News at Six	6p-630p	-1-1---	:30	2	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1-1--- 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKRC Tu 10/23/12 6:13 PM 6p Local 12 News at Six 6p-630p :30 TVCBEG0H201H \$2,500.00 NM 2 WKRC Th 10/25/12 6:25 PM 6p Local 12 News at Six 6p-630p :30 TVCBEG0H201H \$2,500.00 NM									
11	10/20/12	10/20/12	Big East Football	12p-330p	-----2-	:30	2	\$500.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

# INVOICE

Send Payment To:

**Local 12 WKRC-TV**  
**Newport Television LLC**  
**PO Box 841646**  
**Dallas, TX 75284-1646**


[www.local12.com](http://www.local12.com)

Invoice #	Invoice Date	Invoice Month	Invoice Period
67231-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Checks and Balances for E	oh checks & balances	2997	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/20/12	10/20/12	Big East Football	12p-330p	-----2-	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----2- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 10/20/12 1:41 PM Big East Football 12p-330p :30 TVCBEGOH201H \$500.00 NM									
2 WKRC Sa 10/20/12 3:16 PM Big East Football 12p-330p :30 TVCBEGOH201H \$500.00 NM									
12	10/22/12	10/29/12	11p M-F Local 12 News 11p-1135p		11111--	:30	5	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 11-11-- 4 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/22/12 11:22 PM 11p M-F Local 12 News 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
2 WKRC Tu 10/23/12 11:34 PM 11p M-F Local 12 News 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
3 WKRC Th 10/25/12 11:22 PM 11p M-F Local 12 News 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
4 WKRC F 10/26/12 11:09 PM 11p M-F Local 12 News 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
13	10/20/12	10/20/12	11p Sa-Su Local 12 Nws 11p-1135p		-----1-	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Sa 10/20/12 11:21 PM 11p Sa-Su Local 12 Nws 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
14	10/21/12	10/21/12	11p Sa-Su Local 12 Nws 11p-1135p		-----1	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC Su 10/21/12 12:21 AM 11p Sa-Su Local 12 Nws 11 11p-1135p :30 TVCBEGOH201H \$2,800.00 NM									
15	10/22/12	10/24/12	Letterman	1135p-1235a	1-1----	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1-1---- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WKRC M 10/22/12 12:32 AM Letterman 1135p-1235a :30 TVCBEGOH201H \$1,000.00 NM									
2 WKRC W 10/24/12 12:09 AM Letterman 1135p-1235a :30 TVCBEGOH201H \$1,000.00 NM									
<b>Total Spots</b>							<b>32</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$59,600.00</b>
<u>Agency Commission</u>	<b>\$8,940.00</b>
<u>Net Amount Due</u>	<b>\$50,660.00</b>

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.